DOCUMENT RESUME

ED 343 595 IR 053 954

AUTHOR Svenningsen, Karen
TITLE Instructing and Implementing Dow Jones News/Retrieval into an Academic Setting.
PUB DATE Jan 92
NOTE 21p.
PUB TYPE Reports - Descriptive (141)

EDRS PRICE MF01/PC01 Plus Postage.
DESCRIPTORS *College Libraries; Computer Software; Costs; *Databases; Higher Education; Library Collections; Microcomputers; Modems; *Online Systems; *Reference Materials; Search Strategies
IDENTIFIERS *City University of New York Coll of Staten Island

ABSTRACT

This report describes how the City University of New York College of Staten Island library incorporated the Dow Jones News/Retrieval (DJN/R) service into their collection. Included in the report are some general criteria that the college considered before selecting the DJN/R database system, an overview of the seven categories of databases contained in DJN/R, the costs associated with the DJN/R service, and the type of computer equipment needed for this service. Some general strategies for including the DJN/R in library instruction are also given. Concluding the report is a table showing the DJN/R's use in its first three years and individual profiles of the DJN/R's 40 databases. Search strategies are suggested for each of the database profiles. (MAB)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

☐ This document has been reproduced as received from the person or organization originating it.

☐ Minor changes have been made to improve reproduction quality.

• Points of view or opinions stated in this document do not necessarily represent official OERI position or policy.

ED343595

INSTRUCTING AND IMPLEMENTING DOW JONES NEWS/RETRIEVAL INTO AN ACADEMIC SETTING

By Karen Svenningsen, Assistant Professor
College of Staten Island
City University of New York

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY

Karen Svenningsen

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

1205394

BEST COPY AVAILABLE

INSTRUCTING AND IMPLEMENTING DOW JONES NEWS/RETRIEVAL INTO AN ACADEMIC SETTING

Information centers are confronted with the rapid explosion in technology and in today's academic environment it is now essential to examine and acquire databases into the resource collection. At the City University of New York's College of Staten Island library, database systems have developed into an indispensable reference source. One electronic service implemented into the collection was Dow Jones News/Retrieval (DJN/R) service, which allows the library access to information once thought inaccessible due to budget constraints or availability of space. Dow Jones News/Retrieval can provide a wide range of business and financial databases, many of which are based upon its own publications. A researcher via DJN/R could obtain breaking business, financial and world news with full text articles destined for the Wall Street Journal and Barron's National and Financial Weekly before it appears in printed form.

Choosing the Appropriate Database System

In selecting a database system an information specialist must consider several factors before signing a contact. Criteria such as 1) overall costs, including computer hardware, communications software and subscription rates, 2) documentation, training and user support availability, 3) ability of the system to satisfy the criteria and needs of the patron, and 4) whether the system supports the overall richness of the research collection. In Carol

Tenopir article on decision making by reference professionals, she states "decision making happens at two levels: 1) the collection development level for overall policy and purchasing decisions; and 2) the reference question level for choosing the most appropriate technology for a particular user or question." (Ref. 1) These are only a few considerations which must be resolved before signing a contract with a database service, one should consult with other information centers interacting with a similar base population, call vendors and database representatives, speak with faculty members, patrons, and local industry for relevant feedback. As Richard M. Dougherty noted in an article about user-responsive research centers: "The size and richness of a library collection must be balanced with its complexity and accessibility".(Ref. 2) At the College of Staten Island, on-site visits to information centers working with the system helped in our decision making process. The most important factor was colleagues feedback on how well Dow Jones performs over other systems. It should be noted that other alternatives were examined, including allowing open access to DIALOG and/or implementing CD ROM systems, for example UMI Business Periodicals and ABI-INFORM. After reviewing the resource center's goals, DIALOG did not meet our criteria for a teaching tool since this particular system command language must be learned and a reasonable decision must be made on which database one should access, hence the system does not allow for cost efficiency. At our university library and in most academic environments, resource centers could not afford within budget

constraints to just keep the meter running for online searching. Both ABI-Inform and UMI Business Periodicals could not compete with DJN/R either since each are updated at a less frequent rate. Online becomes a logical choice when currency is important to the resource center's goals. In most cases the online version will be the most current published resource available... Dow Jones New Retrieval updates stock prices throughout the day. (Ref. 3) Another very important factor is that DJN/R is a menu-driven system which accommodates end-users. There is no need to master cryptic search commands, and DJ incorporates a help menu in each database supplied.

Overview

At present Dow Jones News/Retrieval is composed of over forty databases which are divided into seven categories:

1) **Online Reference Tools** include an online newsletter; complete list of News/Retrieval databases; a comprehensive list of symbols and codes; and a system wide help file.

2) **News** contains breaking comprehensive business, financial and world news gleaned from Dow Jones financial publications, including the Wall Street Journal, Barron's, and the Dow Jones news wire.

3) **Company Profiles & Reports** includes companies and industries

profiles and reports.

4) **Company & Industry Statistics & Forecasts** source for business, financial and investment facts, statistics, and analyses on national and international companies and industries.

5) **Quotes and Market Averages** includes a variety of databases for comprehensive current and historical market data.

6) **Business Services** allow access to "Official Airline Guide", "MCI" electronic mail and the "Wall Street Week Transcripts".

7) **General Services** a variety of databases which allows access to an encyclopedia, review information on schools, movies and books and check to latest weather reports and sports news.
(See appendix for a complete description and instructions in Information about Dow Jones News/Retrieval)

Costs

Within every information center cost must be examined before considering which database system would be most appropriate. Academic rates offered by Dow Jones are very competitive and the service could easily be introduced into any academic setting. College and universities, as of September 1990, can select either a flat-rate payment plan at a cost of $450. per month or the usage sensitive payment plan at a cost of $.30 for 300 Baud or $.60

1200/2400 Baud per-minute charges (for 2400 Baud there is an additional charge of $.09 for each 1,000 characters including spaces and return keys). The flat-rate plan which facilitate ease in monitoring within a fixed budget includes a minimum of three passwords and unlimited access to all except "Tradeline", "Dun's Financial Records", "Dow Jones Real Time Quotes", "Investext" and "Dow Quest", which are blocked to all academic subscribers. Dow Jones in addition charges at a rate of $.30 per minute for "Text" searching which allows access to News/Retrieval archive of full text articles from the Wall Street Journal, Barron's, Washington Post, Business Week and hundreds of selected journals appearing in the databases "Text" and "TextM". Dow Jones enables access to Text-search services blocked from any or all passwords, which can permit better control over usage of the system. Finally, it should be noted Dow Jones requires all academic subscribes a minimum three month contract for flat-rate accounts.

Equipment

In order to access DJN/R certain equipment is required, hardware comprised of a personal computer with a modem, software communications package, and a Dow Jones password. At the College of Staten Island, IBM/PC XT were purchased at a cost of twelve hundred dollars per unit and internal modems were installed. The communications software package we decided to use was SMARTCOM since the program was simple to understand and allowed for downloading capabilities. At our resource center, we decided

against printers at the work stations, this was mostly due to uncontrollable paper costs and maintenance of the printers. The goal of implementing Dow Jones into our academic center was to obtain a consistent program, of instructing students, offering accurate information and keeping cost to a minimum. With these factors in place, we decided to instruct students and faculty members how to download information onto a storage disc for printing at a later time. In conjunction with the Academic Computer Center at our campus, both students and faculty members are able to print, convert and view data stored from the Dow Jones system.

Strategies For Instruction

As already stated Dow Jones News/Retrieval is a menu-driven system that is very easy to learn, since there are no search commands to master, this system could easily be incorporated into the classroom instruction. At our university, the information resource center worked in conjunction with the business and economic departments restructuring assignments to adopt Dow Jones into the curriculum. For example, students are asked to access information on that day's corporate press releases, examine the latest Dow Jones Industrial Average, or follow stock performances, each of which brings current, relevant information into the assignments. A finance instructor can now enter a class with, literally today's information on a company or subject in which the class is following. Instructors which require the Wall Street Journal for

reading can in fact, obtain tomorrow's news today on DJN/R since articles prepared for tomorrow's Wall Street Journal are entered on the service as soon as the stories are prepared. Students' response to the system has been extremely positive, as illustrated in the usage statistics (table 1), within a one year period usages of this system has almost double. Dow Jones allows an opportunity to practice computer skills, examine actual information which effects the world financial community, and perform tasks which will be expected after graduation. In addition time originally expended on information gathering is now invested in analysis and evaluation of the data.

Conclusion

Today, researchers encounter advances in technology with which it has become virtually impossible to keep abreast. Advancements in computer generated databases have modified the role of the information profession as an educator and as a manager of information. Through electronic sources we are better prepared to accommodate, instruct and administer to our patrons in a rapidly changing environment. Dow Jones News/Retrieval may transform man's thinking, and the way information is retrieved.

References

1. Tenopir, Carol.
"Decision Making by Reference Librarians" Library Journal 113 (Oct. 1, 1988), 66.

2. Dougherty, Richard M.
"Needed: User Responsive Research Libraries" Library Journal 116 (Jan. 1991), 60.

3. Tenopir, 66.

4. Tenopir, 67.

5. Dow Jones News/Retrieval. Price Schedule for Academic Customers. (1990), 1.

Table 1
Usage of Dow Jones News/Retrieval

NUMBER OF SEARCHES

	JAN.	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.
1989									510*	870	870	840
1990	600	990	1770	1550	1560	570	690	OFF-LINE	960	1480	1500	1520
1991	660	1230	1860	1710	1590	680	780	OFF-LINE				

* First month of service.

INFORMATION ABOUT: DOW JONES NEWS RETRIEVAL SERVICE

Now available in the College of Staten Island Library for researchers interested in up-to-the minute news about companies, markets, industries and investments. With News Retrieval, users have stock quotes and detailed financial data on thousands of publicly traded companies at their fingertips, along with the historical information that provides a solid foundation for all types of in depth business insight.

Business and financial news is pulled directly from the Dow Jones News Service (the "Broadtape" or "Ticker") and other news wires by Dow Jones News Retrieval editors, making them retrievable by company industry or category code, as early as ninety seconds after they come across the news wires. These stories are held in a searchable file for ninety days (DJNEWS). Also access to current quotes, historical quotes, analysts' reports, earnings-per share forecasts, insider trading reports filed with the SEC and other fundamental financial data which are made available through various investment research companies.

What is available on Dow Jones News Retrieval?

Company Reports - //QUICK

* Within one service, a researcher can quickly generate comprehensive financial and business information a public company from eight News/Retrieval databases.
* //QUICK works without having to search each database, which saves time.

Complete company report includes:
Composite current quotes from //CQE (with a 15-minute delay).
Latest business stories from //DJNEWS.
Company profiles with financial and market overviews from //SP.
Earnings estimates from //EPS.
Price, volume and fundamental data for company versus industry performance from //MG.
Income statements, balance sheets and company profiles from //DSCLO.
Insider trading summaries from //INSIDER.
Investment research reports from //INVEST.

To search, do one of the following:
* Type a company name (as much of it as you know) from the top menu.
* Select option 1 (search by company stock symbol) from the top menu.
* Type //QUICK, a space and a stock symbol from anywhere in the service (for example, //QUICK IBM (return)).

There are three ways to view a company report:
* Type the menu option from the company menu for the section of the report (for example, 1(return) for current quotes).

* Type PRINT, a space, the company menu options numbers of interest and press (return) to continuously view selected sections of the report with a single command (for example, PRINT 2,4,5). Note, one must type the menu options in the order in which they appear on the menu.
* Type ALL (return) to continuously view an entire company report.

On the company menu, N/A next to a menu option means that information is not available for the company requested
When a company has more than one stock symbol, an asterisk (*) preceding a name indicates that news, when available, can be accessed by that symbol.

Company and Industry News - //DJNEWS

* Stories from the Dow Jones News Service (wire) and selected stories condensed from The Wall Street and Barron's, appear as recent as ninety seconds and as far back as ninety days.
* There are two ways to access headlines and stories in //DJNEWS - by a stock symbol or by a Dow Jones News Category Code.

To search one must enter a period (.) followed by a stock symbol or category code found in //SYMBOL. (Description of //SYMBOL appears on page 14).

To search by industry category, for example
ENTER .i/bnk 01

FOR THE FIRST PAGE OF HEADLINES RELATING TO THE CATEGORY OF BANKS.

Top Business, Financial and Economic News - //BUSINESS

* Continually updated(from 6 a.m. until 2 a.m. during the business week) business and financial news pulled from The Wall Street Journal, Barron's and news wires. The latest news on domestic and international economies appear. This is a menu driven service: the top menu featuring front-page business stories, additional business news and financial news and statistics.

Credit Markets and Financial Futures News - //CMR

* Coverage of fixed income and financial futures markets around the world. Provides extensive coverage on the following: the Federal Reserve Board; U.S. and international economic indicators; U.S. government securities; money markets; corporate, municipal, and mortgage-backed securities; financial futures and options; and international credit markets. Coverage includes market-oriented news, statistics and forecasts, and economic developments on the markets.
* //CMR is updated continually from 7 a.m. to 7 p.m. (ET) each business day. News stories are available within two to four minutes after they appear on the news wire and are generally retained in the file for approximately 24-48 hours.
* Selection is by code number which appears next to each story item.

Press Release Wire - //RELEASE

* News releases from corporations, government agencies, industry associations, labor unions and stock exchanges are easily accessible by company stock symbol, industry or category code. These releases are made available 15 minutes after they are issued to the news media and are held for ninety days.
* Menu driven with the ability to search by stock symbol preceded by a period (.) for releases about a company or enter /c to search by company name, and by lists of codes available in this service by pressing enter (return), then select the number of interest.
* Also available is the ability to view all current day releases by entering A/REL (return) or for all current day business and financial items by entering A/BIZ (return).

National and World News -//NEWS

* Is a continually updated news service of national and international news from the Associated Press, Dow Jones News Service (wire) and broadcast media. Features the top stories of the moment and sections on foreign and national news in an electronic newspaper.
* //NEWS has three menu driven sections: the top menu featuring front-page news stories, national news and foreign news. Selection is made by pressing the appropriate number which appears next to the headline.

Japanese Business News - //KYODO

* Same-day coverage is supplied of major Japanese business, financial and political news from the Kyodo News Service in Japan. //KYODO also has financial news and tables on the Tokyo stock, bond, commodity and currency markets.

* //KYODO includes today's issue and the four most recent editions of Japan Economic Daily. Each edition has three menu driven sections: the top menu featuring front-page news stories and a review of the Tokyo market, additional business news, and financial news and market statistics. Selection is made by pressing the appropriate number next to the headline.

Sec Filing Extracts - //DSCLO

* Provides 10-K extracts, company profiles and other detailed data on over 12,000 publicly held companies from reports filed with the SEC and other sources.
* //DSCLO information includes: lists of officers, directors and subsidiaries; a description of the business; quarterly and yearly balance sheets; sources and uses of funds; financial ratios; price-earnings data; five-year summaries of sales and income; President's letter and management discussion of significant events and trends that affected the company's performance in recent years.
* To search in //DSCLO, enter the stock symbol of the company of interest. Stock symbols are available in the file //SYMBOL.

Example: Enter ibm
For the report on International Business & Machinery.

Corporate Canadian Online - //CANADA

* Canadian business news, financial and market information on more than 2,200 public, private and Crown Canadian companies supplied from Info Globe, publishers of Canada's national newspaper, The Globe and Mail.
* Company reports in //CANADA include: Company profile information such as address, business description and the exchanges on which the company's stock is traded; annual balance sheets and income statements for the past three years and quarterly balance sheets and income statements for the past three quarters; per share data and financial ratios; company versus industry performance data; lists of officers and directors; daily stock prices for the past year; weekly prices for the past five years; news stories from The Globe and Mail for the past 18 months. More information is generally available for large, exchange-traded companies.
* To search enter a company's stock symbol for public companies (available in //SYMBOL), or by /c company name for public, private and Crown (government-owned) companies.
* Includes financial profiles for over 4500 major companies in 25 countries and covers both publicly traded and non-traded companies.
* Worldscope reports are consistent within an industry, which simplifies comparing firms from around the world.
* Detailed financial information updated monthly.
* Ability to search by stock symbol or company name to retrieve the company menu.

Earnings Estamitor - //EPS

* Produced by Zacks Investment Research Company, which surveys 2,800 securities analysts at 125 U.S. and 25 Canadian brokerage firms to provide forecasts of earnings per share (EPS) for 4,800 companies. Forecasts compiled from this survey are updated weekly.
* Contains consensus earnings-per-share estimates and P/E ratio forecasts for the next quarter, next two fiscal years and annualized growth rate for the next five years. Industry earnings estimates and lists of stocks outperforming or under performing analysts' forecasts. Analysts' ratings ranging from strong buy to strong sell and estimated EPS growth for 100 industries and key companies in each industry are included.
* The //EPS menu has the following options: highlights of the week's earnings; stocks for which next year's estimates have been sharply revised; stocks whose EPS has been recently reported significantly above or below consensus predictions; analysts' top buy and sell recommendations for stocks; consensus earnings forecasts for industries and the major companies within each industry.
* One can also type a stock symbol to request analysts' estimates and rating for the stock. Stock symbols available in //SYMBOL.

Mutual Funds Performance Reports - //FUNDS

* Comprehensive performance statistics, assets and background information on more than 1,400 mutual funds are provided.
* Menu options are as follows: last week's top 25 funds; top 25 performers over six periods ranging from four weeks to 10 years; top 25 performers in the most recent up and down markets; searching for a fund by investment objective; comparing up to three funds. From the top menu one can also access the two-page fund report by its symbol, fund name or fund group name. See //SYMBOL for mutual fund symbols and names.

Innovest Technical Analysis Reports - //INNOVEST

* This file includes technical opinions based on computer analysis of more than 4,500 stocks trading on New York and American exchanges and over-the-counter. These opinions include: previous day closing price, expectation for near-term price appreciation, price ranges for downside support or upside resistance and price projections for overbought or over sold issues.
* Search either by stock symbol(available in //SYMBOL) or by company name to retrieve Innovest's opinion.

Statistical Comparisons of Companies and Industries - //MG

* Contains detailed financial information on 5,400 companies and 180 industries. Major categories include: revenues, earnings, dividends, volume, rations, shareholders, and price changes. In this file on can compare data on two companies, two industries or a company versus its industry.
* //MG reports reflect price change data and comparison with the S&P 500; price range and relative price data; price action, volume and revenue data; earnings and dividend data; ratios and shareholding data.
* Search by stock symbol or industry code (see //SYMBOL).

Economic, Currency, Debt and Stock Market Trends - //MMS

* Contains weekly economic survey, foreign exchange dealer survey, GNP forecasts, debt market analysis, currency market analysis, and equity market analysis reports.
* The //MMS menu has the following options: Weekly Economic Survey; Survey Medians and Distribution Charts; Foreign Exchange Dealer Survey Monday Update; Monthly Survey of GNP Forecasts; MMS Debt Market Analysis; MMS Currency Market Analysis: MMS Equity Market Analysis; and MMS Weekly Market Analysis Update Schedule.

Standard & Poor's Earnings and Income Estimates - //SP

* Includes concise profiles of 4,700 companies containing earnings, dividends and market figures for the past four years. Also, corporate overviews plus S&P earnings estimates for most major companies.
* Searching performed by company stock symbol (available in //SYMBOL).

Current Quotes - //CQE

* This file includes current (15 minutes delay) quotes on common stocks, preferred stocks, warrants, corporate and foreign bonds, mutual funds, U.S. Treasury issues and options. Also available, Nasdaq -- National Association of Securities Dealer's automated stock quotation service.
* Searching performed by company stock symbol (see //SYMBOL).

Historical Quotes - //HQ

* Covers stock and composite quotes, including daily high, low, close and volume for a full year. This file contains monthly summaries which date back to 1979 and quarterly summaries which date back to 1978. Individual exchange and composite quotes are provided for companies listed on the New York, American, Midwest and Pacific Stock Exchanges. Quotes are available for NASDAQ OTC-traded companies.
* To search enter a stock symbol found in //SYMBOL and the month, date and year of the quote, also, the ability to search a stock symbol for quarterly summaries and monthly summaries exist with the proper code.

Example: IBM 10/15/91
For IBM quote of October 15, 1991

or IBM 91 Q
For IBM quarterly summaries for 1991

or IBM 91 M
For IBM monthly summaries for 1991

Futures Quotes - //FUTURES

* Features current (10-30 minute delay) and historical quotes (dating back to 1970) for more than 80 commodities from the major North American exchanges updated continually during market hours. The information for each contract includes: the delivery month and year, daily open, high, low, last and settlement prices, daily volume, open interest and lifetime high and low.
* //Futures top menu contains instructions on accessing quotes and explanations of the quotes screens. Use the instructions and information section of //FUTURES for the appropriate symbol.

Historical Dow Jones Averages -//DJA

* Includes historical averages, featuring daily high, low, close and volume available for the last trading year for industrial, transportation, utility and 65-stock composites.
* The Dow Jones Industrial Average is commonly used as an indicator of changes in the general level of stock prices in the United States, is based on the price of 30 stocks. These stocks represent a cross-section of all industrial stocks traded on a daily basis.
* Daily Dow Jones stock averages are available from May 24, 1982. One can request the average for a particular date or all the averages for a 12-day trading period. The averages for the 12-day trading period are available for one year.

Use the following codes to request the Dow Jones Average for a particular index:

IND	Industrial
TRN	Transportation
UTL	Utility
65	65 Stocks Composite

Example: IND 4/6/91
For a single's day average for industrial.

or IND P6
For averages for a 12-day period.

Dow Jones Business Wires - //WIRES

* Allows retrieval of breaking news and press releases from seven News/Retrieval wire services with one search. Consists of business, economic news, plus full text releases from companies and government organizations. Most stories are held for 90 days, allowing for background information on today's headlines.
* In this file one can create searches by combining stock symbols and //Wires codes to focus on the exact information needed.

News file coverage -

Dow Jones News Service - contains news on United States and Canadian companies, industries, government agencies, financial markets, the stock market, and the economy.

Dow Jones International News Service - contains business, financial and economic news from around the world; coverage of the foreign exchange, money and capital markets and country by country financial market news.

Professional Investor Report - contains news, trading alerts, and statistical reports on active stocks; common stocks traded on the New York and American exchanges, in additions to Over the Counter market is monitored.

Federal Filings - contains notification of filing with the Securities and Exchange Commission coverage of all mergers and acquisition related documents.

Dow Jones Capital Markets Report - contains coverage of all major sectors of the international fixed income and financial futures markets.

PR Newswire and Business Wire - contains more than 10,000 publicly traded companies government, unedited business, financial press

releases.
* Ability to retrieve headlines and stories by company name, stock symbol or codes; can combine up to three symbols and codes.

Federal Files - //FEDFILES

* Features coverage of significant SEC filings including tender offers (14D-1s) and management responses (14D-9s); 5% equity ownership or changes (13Ds); company buybacks and leveraged buyouts (13Es); significant corporate events (8Ks); details from quarterly/annual reports on 400 major corporations and 150 high-yield issuers (10Qs and 10Ks).
* Search by stock symbol (available in //SYMBOL) or by company name.

Use these symbols to access broad Federal Filings categories:
.N/HIY for news and filings on high-yield issuers
.N/LCP for news and filings on large-capitalization issuers
.N/TNM for news on mergers and takeovers

Or press (Return) for instructions and a list of //FEDFILES symbols.

Magill Book Reviews - //Books

* Contains reviews of current fiction and nonfiction, each reviews consists of an abstract, commentary, the publisher and length.
* Also consists essays on literary classics including novels, plays, short stories and poetry.

Cineman Syndicate Movie Reviews - //MOVIES

* Consists of movie reviews produced by Cineman Syndicate which offers reviews of the latest films and movies produced since 1926. Each review contains, the director, running time, principal actors and an evaluation.
* This is a great place to locate film production date if not known.

National Business Employment Weekly - //CAREER

* A topical service which provides helpful career and job advise, designed for anyone who faces career questions.
* Topics range from first days in a new job, negotiating strategies, overcoming career obstacles.
* Expertise of the nation's oldest career guidance publication the National Business Employment Weekly.
* Menu-driven format allows access to the databases articles grouped by categories.

Dow Jones News/Retrieval User Guide - //Guide

* An online user's guide contains all the details about accessing Dow Jones News/Retrieval databases and supplies basic information on the News/Retrieval databases.

Directory of News/Retrieval Symbols - //SYMBOL

* Contains a comprehensive online listing of the company, industry and other symbols and codes used to access Dow Jones News Retrieval services.

Menu of Services - //MENU

* Is a listing of service names and access codes contained in Dow Jones, along with instructions on accessing each service.

Search Tips

To move from service to service within Dow Jones, type two slashes (//), the service assess code and press (ENTER).
Example: //QUICK (ENTER).

To request information about companies and industries, you will need to enter a stock or industry symbol for many services. If you do not know a stock or industry code, type //SYMBOL and follow the instructions in that particular file.

In //DSCLO, //SP, //EPS, //RELEASE, //PIR, //INNOVEST, //CANADA, and //MG simply type /C within the service if you do not know a company's stock symbol and enter as much of the company's name one is sure of the spelling.

In most services where stock symbols are used to retrieve information, type /M to return to previous and /T to go to the top menu in that service. In services where stock symbols are not used, type M to return to the previous menu and T to go to the top menu.

The most important search tip is to consult the reference librarian when difficulty arises in using the system.